



BUSINESS MODELLING
FOR THE PLATFORM ECONOMY

**PLATFORM
DESIGN
MASTERCLASS**



A platform is a deceptively simple concept, designing one is anything but. For one, that's because even the most simple platform involves a large number of moving parts. But more importantly, a well-organised platform will keep spinning off adjacent platform businesses. It's certainly no coincidence that all the tech giants are not single but multi-platform companies.

How to take control of such a machine? Existing methodologies cannot help in designing the scalable, ecosystem-based platform propositions that are transforming business and society.

The hands-on platform design masterclass builds on the Platform Design Toolkit used by practitioners all around the world. With it, you will start uncovering your ecosystem and designing products and services that support it towards better performances and new opportunities.

In just two days you will:

- Explore an ecosystem and discover its potential to leverage for its participants' mutual benefit
- Design how the platform works as a system in support of the ecosystem by creating, exchanging and compensating value
- Prepare the platform's validation by defining a prototype Minimum Viable Platform
- Understand your professional and personal purpose and mission in making this platform come alive

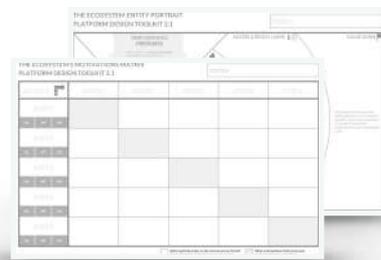


SYSTEMS THINKING



FRAMING
THE ECOSYSTEM

PLATFORM THINKING



DESIGN THINKING



OBSERVING
THE ECOSYSTEM



TRANSACTIONING ON
THE PLATFORM



INNOVATING ON
THE PLATFORM



EXPLORING
THE POSSIBILITIES



DESIGNING
THE INTERVENTION



The masterclass puts platform design in your hands. You'll leave with a facilitator's box set, containing all materials you would need to start facilitating high-energy platform design workshops and to get platform thinking embedded in your organisation—small or large.

What is in the box?

- The workshop facilitator's manual
- The workshop instruction deck
- 8 workshop instruction cards
- 7 workshop design canvases
- 6 example design canvases
- The Platform Design Masterclass flyer

The box and its contents are distributed under the CC BY-SA 4.0 license, and are also available as a free download. Get it at <https://f-a.pub/pps>:



**TAKE THE ROLLERCOASTER RIDE AND LEARN
HOW TO LIVE AND THRIVE IN THE PLATFORM ECONOMY**